



# CUSTOMER RELATIONSHIP MANAGEMENT: LIFE-SAVING DEVICE FOR HEALTH CARE INDUSTRY

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## ABSTRACT

The health care industry is actively engaged in relationship marketing and partnering activities. The more proficient service a service providers can give their Customers' the further they will go in retaining them. CRM provides the organization with the chance to acquire and retain customer relationships. It serves to convert almost every customer interaction into a opportunity. It is the eternal truth that the more you know your Customers', the better you can respond to their current needs and forecast what their future needs may be as well. The Health Care sector is now opting for Customer Relationship Management (CRM), the prospect is definitely mammoth, diverse demographics and insufficient set-up facilities pose severe operating tasks to these service providers and marketers, this paper is an attempt to examine the major challenges faced by service providers and marketers while penetrating into small towns.

**KEYWORDS:** Healthcare, CRM, Services, Competitive advantage, attitude, etc.

### 1.1 INTRODUCTION.

In today's world the medical sector is finding the need to know more and more about their current and prospective customers. India is witnessing an era where new service providers are being built at a pace like never before. Healthcare organizations are trying hard to maintain outstanding relationships with their clients. CRM enables the health care industry to get essential customer information and use it as efficiently as possible. CRM thus enables the health care sector to improve Customers' health, increase Customers' loyalty and Customers' retention and add new services as well. The CRM Health Care Services include strategic planning, communication services, consulting services, CRM for physicians, Campaign management, Database creation, segmentation, and communications strategies. Its diverse functionality enables employers, customers and employees to access common information. Millions of Customers' or customers are being contacted daily through mobile, e-mail, fax, and face-to-face interactions. All these increase the need for an effective and well-coordinated customer approach. CRM helps businesses use human resources to gain insight into the behavior of customers and the value of those customers. Customer's relationship management (CRM) which has overriding significance for any business is no less significant for hospital services. Service providers are most important elements in any health care system. A hospital plays a major role in maintaining and restoring the health of the people. (Salam, 2000).

CRM stands for Customer Relationship Management. It is a process or methodology used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends. CRM helps businesses use technology and human resources to gain insight into the behavior of customers and the value of those customers.

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CRM will help the organizations in Simplifying marketing and sales processes, Provide better customer service, Increase customer revenue,

Discover new customer, Sell products more effectively and also help sales staff close deals faster. An important resource in a hospital is a human resource. Relationship of staff plays an important role in treating Customers' (customers). In health care, CRM practices are an essentially Customers' - focused strategy that involves effective management of hospital interface and interaction with Customers'. The duty of the service providers to make the Customers' and relatives understand that they are providing a good treatment. These facts demand service providers to have a well-planned Customer Relationship Management (CRM) programme.

There are exciting challenges that these service providers are facing while they are being commissioned. One frightening duty that every service providers, new or old, small or big, is facing today is the task of marketing. It is rather unfortunate that almost all these doctors had a poor marketing strategy. They were not even aware that a marketing strategy needs to be designed, while millions are exhausted upon making a hospital and so minute is done to promote them in a professional manner. The people who offer these products are very well trained in their area. But what is question remains the way this product is packaged and marketed. There are forces which govern the current marketing environment in the service sector. Mounting competition from private players, Rocket speed of innovations and vibrant regulatory environments which has led to the growing customer cleverness.

Due to this fact an inclusive study is required to study the customer behavior and the service quality offered by the service sector to their potential Customers.

The purpose of the present paper is to deal with the relationships among quality of service, consumer satisfaction and the determination of behavioral intentions of both the customer and the service providers to retain the customer.

### 1.2 Objectives

1. To classify the key service quality factors of service providers that affect Customers' satisfaction.

The research focused on customers rating all the dimensions of service quality (consistency, sensitivity, assurance, communication, understanding, procedure features, cost, entrance, billing services, and treatment outcomes) of 5 selected service providers to identify the key factors of a projecting model of customer satisfaction.

### 1.3. Research Methodology

The study is unique in many aspects. With an attempt to achieve the specified objectives the researcher will use the following methodology.

The is unique in many aspects ,so far not ,much work has been done on this aspect of marketing .The health care sector itself is undergoing through a competitative phase as large number of health care providers are opting India through chain of sevice providers . Secondly the area is not explored .this research is an effort to study the marketing challenges faced by sevice providers and finally provide some suggestions ,this will the first study of its kind.

In this study survey method will be used to collect the primary data.

#### PRIMARY DATA

**Sample size:** For this present study primary data has been collected through the questionnaire and interviews conducted by the researcher. Primary data is collected from

Sample Size	Area	Total
1. Consumers	120	120
2. Doctor	20	20
3. Adminstrative Dept.	10	10
	150	150

#### 1.4. Data Analysis:

In the present study, the simple statistical tools like frequencies, percentages, averages etc were used as per the requirement of the data. Thus the methodology of the present study consists of some important pharmaceutical and medical terms, area of the study, sample .size, collection of primary data and secondary through a systematic structured survey .analysis and interpretation of the data collected was done and important conclusions were drawn and finally important recommendations are made. Using appropriate statistical tool is used for analysis .

Age	Frequency	Percent	Valid Percent
18-28	13	8.3	8.3
29-38	20	13.3	13.3
39-48	40	27.0	27.0
49-58	54	36.0	36.0
59 and More	23	15.3	15.3
Total	150	100.0	100.0

The above table and graph it shows that 36% of the respondents are from 49 to 58 age group, 27% of the respondents are from 39-48 age group, 15.3% of the respondents are from 59 and more age group, 13.3% of the respondents are from 29-28 age group and 8.3% of the respondents are from 18-28 age group.

**Table: 2 showing the quality of service offered**

	Frequency	Percent
Highly Favored	76	50.7
Favored	18	12.0
Low Favored	37	24.7
Non Favored	19	12.7
Total	150	100.0

Quality of services offered to the customers results into satisfaction which leads to success of a model but provided the priority for Quality of services offered to the customer is high .From the above table and graph it shows that a majority 50.7% respondents said that the service providers are giving high preference to the Quality of services and patient satisfaction, 12% respondents given preference to Quality of service, 24.7% respondents said that they are giving low preference to the Quality of service and 12% respondents have not giving the preference to Quality of service. Which indicates that customer satisfaction concept is still at the nascent stage. Hence it is revealed that in the surveyed hospitals Quality of services offered is the priority in terms of customer relationships.

**Table: 3 Costs for services & CRM**

Costs for services & CRM			
	Frequency	Percent	Valid Percent
Strongly Disagree	9	6.0	6.0
Disagree	19	12.7	12.7
Can't Say	18	12.0	12.0
Agree	58	38.7	38.7
Strongly Agree	46	30.7	30.7
Total	150	100.0	100.0

The above table and graph it is observed that 69.4% of the respondents agreed to their hospital provides services at affordable charges which has direct relationship with CRM as COST Plays a major role in retaining the customers, 18.7%respondnts disagreed to their hospitals provides services at affordable charges and 12.0% respondents have not given their opinion. The surveyed service providers opined that apart from using technology and investing in software and technology a direct cash benefit to the end customer has a greater impact and satisfaction.

**Table: 4 Use of Information technology in CRM**

Use of Information technology in CRM			
	Frequency	Percent	Valid Percent
DISSATISFIED	19	12.7	12.7
CAN'T SAY	95	63.3	63.3
SATISFIED	21	14.0	14.0
HIGHLY SATISFIED	15	10.0	10.0
Total	150	100.0	100.0

The use of information technology (IT) is essential for implementing CRM. An effective CRM requires a mutual amalgamation of the strategy, people and technology of an organization.

The above table and graph it is observed that only 10% respondents opined that they are highly satisfied with the quality of service provided which is the biggest parameter of relationship management and use of IT is very important in present competitive environment. A majority of respondents 63% were found to be confused on the meter of Use of Information technology in CRM offered in the market.

**Table: 5 Types of service's that CRM Offers**

Types of service's that CRM Offers		
	Frequency	Percent
Self-service portal For patient	19	12.7
Patient big data	95	63.3
Scheduling management	21	14.0
Marketing	15	10.0
Total	150	100.0

A CRM, module should increase customer satisfaction and enhance coordination of care through multiple communication channels. Almost 12% respondents opined that a crm module should have a self-service portal for patients to interact with service providers, whereas almost 63% respondents opined that a central storehouse of data which will store all the information of a patient which will help service providers .whereas 10%respondents opined that marketing communication by mapping of patients on the ailments. Hospital can craft customized camps and examinations.

#### 1.5. Conclusion:

In present scenario of growing technology based consumerism, satisfying customer has become a key task for all healthcare providers through conceptual models of CRM including one most dominant in the marketing theory. If customers are satisfied, they will remain loyal to the company, make repeat purchases and refer the firm to others. Loyalty leads to revenue growth and profitability Superiority service and customer satisfaction are said to affect the foundation line. Effective customer relationships, characterized by quality, satisfac-

tion, repeat purchase and referrals are a source of competitive advantage. In conclusion any global economic power, access to quality healthcare would continue to be an important asset. An inclusive relook at the current policies and commitment to deliver in this scale is a vital for the decision makers.

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